SHK PRIVATE
A SUN HUNG KAI FINANCIAL SIGNATURE ACCOUNT

[For Immediate Release]

SHK Private Officially Opens Today

Serving High-net-worth Clients

With Wealth Management and Lifestyles Programmes

Hong Kong, 15 March 2011 – **SHK Private,** a one-stop premier investment and wealth management division, officially commenced today to serve an exclusive group of high-net-worth clients, helping them to create, accumulate and protect their wealth. **SHK Private** has access to the vast expertise of a global team of financial specialists, and a comprehensive range of financial products and services. We draw on these to provide optimal advantages for our clients and their families. Not only will we share with them our professional investment insights, but together we will experience the gracious living in our upcoming lifestyle programmes.

SHK Private, a signature account of Sun Hung Kai Financial, invited Mr. Joseph Tong, Executive Director and CEO, Wealth Management, Brokerage & Capital Markets of Sun Hung Kai Financial, to officiate the ceremony. The opening was well-attended by its valued business partners and guests.

SHK Private's vision is to provide the world-class investment and wealth management service to clients in order to help achievers to attain their highest goals. **SHK Private**'s mission is to offer clients a full suite of one-stop, highly personalised premium products and services that will enable them to preserve, manage and grow their wealth, and assist them in attaining their highest goals. We believe that providing them with unique and exclusive services and experiences will open up new horizons for them and their families on their life's journey.

SHK Private has access to international business knowledge and closely monitors the world's markets, allowing it to offer local and international investment knowledge and comprehensive investment and wealth management solution to our high-net-worth clients. The service includes managing and developing investment portfolios, with an aim to provide world class services in every aspect. Customers of **SHK Private** will be able to access a wide variety of investment products and services such as equities, futures, foreign exchange, mutual funds, bullion and commodities, IPO subscription and structured products.

In order to help clients make the best possible uses of their wealth and enjoy unique lifestyle experiences, **SHK Private** has its unique position in the market and also offers a range of exquisite lifestyle experiences and hence to improve not only clients' wealth but also their quality of life.

SHK Private has officially opened a state-of-art client service centre with stylish design and comprehensive facilities. It is located at Causeway Bay, a commercial hub of Hong Kong. Club Privé is set up to provide our premium members with unique and exclusive services and experiences, such as deluxe wine and dine party, test drive of the latest supercar models, golf day and other large-scale sports events. Featuring private meeting facilities, seminar and conference rooms, the centre also provides free Wi-Fi facility for our premium members to access the latest financial information.

Mr. Joseph Tong of Sun Hung Kai Financial said, "Expanding our presence in high-net-worth market is one of the important long-term business development strategies of the Group. As this client group has its unique set of preferences and expectations on wealth management and lifestyles, SHK Private is specially set up for this target segment. Sun Hung Kai Financial always places its customers first and so the establishment of SHK Private demonstrates once again the Group's commitment to care for its customers, which will help reinforce our leading position in the market."

About SHK Private and Sun Hung Kai Financial

SHK Private, a division of Sun Hung Kai Financial, has been specifically established to serve an exclusive group of high-net-worth clients, and to provide them with premium wealth creation and management opportunities.

Sun Hung Kai & Co. Limited (HKEx stock code: 86), which operates as Sun Hung Kai Financial, is the leading non-bank financial institution in Hong Kong. Founded in 1969, the Group offers tailored financial solutions to retail, corporate and institutional clients. The Group's core areas of focus consist of wealth management and brokerage, asset management, corporate finance, consumer finance and principal investments. Operating an extensive branch and office network across 90 locations in Hong Kong, China, Macau and Singapore, the Group currently has approximately HK$60 billion in assets under management, custody and/or advice and over HK$9 billion* in shareholders' equity. *(*Figure as at 30 June 2010)*

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